portion, with said first and second rib portions being in perpendicular relation to one another, thereby forming a cross-shape;

b) means for permitting the removeable affixing of at least one display item onto said base backing member.

CONCLUSION

In view of the foregoing remarks, and for at least the reasons set forth herein by Applicant in this case, since no prior art structure exists to perform the function(s) that the device of Applicant's disclosure permits or describes, teaches, or suggests the novel combination of each and every element of the claims, therefore, the claims herein are patentable over all prior art under 35 U.S. C. Section 102(b). Because the reasons above are sufficient to warrant allowance for this patent application, Applicant has not explored, nor is there now presented, other possible supporting information in Preliminary Amendment. Nonetheless, Applicant expressly reserves the right to present further supporting information in the future, if appropriate, in response to any subsequent Office Action.

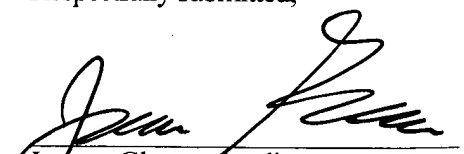
Accordingly, Applicant respectfully requests the entry of the amendments contained herein, and contends that this application should now be in condition for allowance. A notice to this effect is respectfully requested. After considering these remarks, in the event that the Examiner disagrees, Applicant hopes that the Examiner will work with Applicant to define acceptable scope of patent protection. If the Examiner believes that a telephone conference with Applicant would be advantageous towards the disposition of this case in a manner favorable to Applicant, the Examiner is requested contact Applicant at anytime at the telephone number listed below. An early and favorable action is hereby requested.

Applicant respectfully requests a personal meeting with the Examiner, for whom Applicant has a high regard, and towards this goal, Applicant intends to contact the Examiner by telephone in the near future, very likely during the week of March 10, 2008.

Applicant believes that no fee is required. If any additional fee is required, authorization is hereby given to charge such further fee to USPTO Deposit Account No. 50-3511.

Date: March 5, 2008

Respectfully submitted,



Jerome Glasser, Applicant
USPTO Customer No. 40232
Telephone: (973) 763-6020